

# Assumption 1.4: You Have Identified the Perfect Prospect for Your Business

Combine what you have learned from the Pain Project and the position you have taken in your Value Transformation Statement to identify who your Perfect Prospect is. A *Prospect* is a person who has not yet purchased your products or services. They are a prospect before they become a *Customer*.

They are '*Perfect*' because they are the specific type of person that your marketing messages resonate with. You enjoy working with them, helping solve the problems they face, and ultimately, providing a life-changing transformation for them. It is likely that you will have more than one type of Prospect, based on the different products and services you offer.



LWB Access: Check out a quick 20-minute video to give you further insight on this project and join [The Entrepreneur's Top 5<sup>4</sup>](#), a Facebook business community for innovators, creatives and minority entrepreneurs!



Just visit [http://bit.ly/LWBPerfect Prospect](http://bit.ly/LWBPerfect_Prospect) or use your QR Code reader to scan the image below and launch the video from your mobile device!

<sup>4</sup> <http://www.facebook.com/groups/EntrepreneursTop5>





This is necessary to ensure that there is alignment and consistency before you can undertake any other element of this *Foundational* exercise; fill in the blanks below to complete a profile on your Perfect Prospect. As your Business Development Process continues to unfold, you will find yourself creating a different profile for each of your Prospect Types; using this template will help you stay organized in how you develop your Integrated Marketing Channels for each prospect.

### ***Your Perfect Prospect Profile***

#### **Start with Value**

The *value* that \_\_\_\_\_ offers and creates for \_\_\_\_\_  
\_\_\_\_\_ is \_\_\_\_\_ so they can \_\_\_\_\_  
\_\_\_\_\_.

#### **Describe Your Perfect Prospect**

\_\_\_\_\_ is the type of *person that experiences* this problem most often; she/he is \_\_\_\_\_ years old, and most likely lives in \_\_\_\_\_. She/He works at \_\_\_\_\_ and/or goes to school at \_\_\_\_\_ and is motivated by \_\_\_\_\_. More importantly, \_\_\_\_\_ is frustrated by \_\_\_\_\_. She/he is most likely to spend her/his free time \_\_\_\_\_ and can be found volunteering at \_\_\_\_\_. She/he is most influenced by people, brands and organizations like \_\_\_\_\_ and follows their social media profiles on \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_. My customer typically gets her/his news and current information from \_\_\_\_\_ newspaper, \_\_\_\_\_ magazine, \_\_\_\_\_ news

station and \_\_\_\_\_ radio. \_\_\_\_\_ is trying to achieve \_\_\_\_\_ with the project/product/services my company provides \_\_\_\_\_. In order to go through with the purchase, \_\_\_\_\_ has to believe \_\_\_\_\_. If this project/product/service fails, the financial cost would be \_\_\_\_\_ and the emotional cost might be \_\_\_\_\_. If this problem does not get solved for \_\_\_\_\_, \_\_\_\_\_ might happen, as a result.

### Pain, Obstacles, Core Desired Feelings

The pain point \_\_\_\_\_ experiences with this problem is \_\_\_\_\_. The obstacles she/he faces with this problem is \_\_\_\_\_ but she/he desires to feel \_\_\_\_\_ once the problem is solved. The idea that \_\_\_\_\_ is what keeps \_\_\_\_\_ up at night. If I were to eavesdrop on him/her having a late-night conversation at the kitchen table with their significant other or best friend when everyone else is asleep, they would be talking about \_\_\_\_\_. \_\_\_\_\_ often says to him/herself, "If I could just \_\_\_\_\_, \_\_\_\_\_ would happen. Keywords and phrases that s/he searches for when seeking solutions to this problem are \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.

### End with Transformation

What key promises will your project/product/service deliver? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_





What is the transformation this promise results in? What is the emotional outcome that your Perfect Prospect is truly looking for that you can deliver? \_\_\_\_\_

\_\_\_\_\_

What have other people said about your products and services? \_\_\_\_\_

\_\_\_\_\_

What is about your story, your experience that makes your Perfect Prospect feel they can trust you to help them with this? \_\_\_\_\_

\_\_\_\_\_

What are the objections and hesitations your Perfect Prospect might have about becoming your customer? \_\_\_\_\_

\_\_\_\_\_

What are your responses those objections to make them feel at ease? \_\_\_\_\_

\_\_\_\_\_

What alternatives does your Perfect Prospect have if they choose not to buy your product or become your client? \_\_\_\_\_

\_\_\_\_\_

How will you combat or address those? \_\_\_\_\_

\_\_\_\_\_

List the individual components of what you are offering or selling:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What is their individual retail value of each component; if it is a service, what is the 'going rate' of similar services? \_\_\_\_\_

What bonuses can you include? What is the individual retail value of each? \_\_\_\_\_

How does each component tie back to emotional outcome your Perfect Prospect wants? \_\_\_\_\_

What is the financial cost your Perfect Prospect will incur if the problem is NOT solved? \_\_\_\_\_

What is your ABSOLUTE pricing that you will offer? \_\_\_\_\_

What guarantee will you offer? \_\_\_\_\_

Why is it urgent that your Perfect Prospect should buy your products and services NOW? \_\_\_\_\_

What action do you want your Perfect Prospect to take? \_\_\_\_\_

